

Report from Philip Morris

# Smoke Cracked.

## Researchers isolate key flavor ingredients of tobacco in cigarette smoke—pack 'Enriched Flavor' into new MERIT.

An analytical fractometer is a very sensitive, very special instrument used to isolate the various 2000-plus ingredients of tobacco as they exist in cigarette smoke.

An instrument called a mass spectrometer is used to identify the ingredients one by one as they're isolated.

Philip Morris researchers just put them together along with a new idea to achieve incredible flavor for MERIT. A new kind of low tar cigarette.

MERIT. Only 9 mg. of tar. One of the lowest tar levels in smoking today.

Yet MERIT delivers the taste of cigarettes leading up to 60% more tar.

Repeat: up to 60% more tar.

If you smoke—you'll be interested.

### New Idea: Tobacco Fortifies Tobacco

Other cigarette-makers tried to give their low tar cigarettes taste by designing special filters that would somehow filter out tar but not taste.

We tried too. And experienced the same general results: the lower the tar, the lower the taste.

So for flavor, we concentrated on the business end of smoking. The tobacco end. And 'cracked' cigarette smoke.

What we discovered was startling.

There are ingredients in tobacco—basic flavor units—that deliver taste way out of proportion to tar.

Breakthrough. Because now we could select those ingredients of high flavor and low tar delivery and develop what we call 'Enriched Flavor'.

'Enriched Flavor' is extra flavor. Natural flavor. Flavor that can't burn out, can't drop out, can't do anything but come through for you. We packed 'Enriched Flavor' into MERIT. And began an extensive series of taste tests.

The results were astonishing.

### Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.

Thousands of smokers were involved. Smokers of filter cigarettes. Smokers like yourself, all tested at home.\*

The results were conclusive.

Even if the cigarette tested had up to 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now smoke the cigarette MERIT. Incredible smoking pleasure at only 9 mg. tar.

From Philip Morris.

\*Based on results of Consumer Reports. Results available from our company.



MERIT and MERIT MENTHOL

9 mg. "tar" 0.7 mg. nicotine

Reg. "tar": 8.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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